

Station WAVY-TV NORFOLK, VA.
Advertiser () PRIORITIES USA ACTI
Product PRIORITIES USA
Estimate# 1564
Buyer CASEY BESSETTE
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA INC
1322 G. STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1564
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: PRIORITIES USA ACTION SC=*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$36,250
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU	5A-6A	EARLY AM NEWS	:30	\$700.00	10/09-10/09	1	1	1	\$700.00	
	2	TH	5A-6A	EARLY AM NEWS	:30	\$700.00	10/11-10/11	1	1	1	\$700.00	
	3	F	5A-6A	EARLY AM NEWS	:30	\$700.00	10/12-10/12	1	1	1	\$700.00	
	4	M	5A-6A	EARLY AM NEWS	:30	\$700.00	10/15-10/15	1	1	1	\$700.00	
	5	W	6A-7A	AM NEWS	:30	\$2,000.00	10/10-10/10	1	1	1	\$2,000.00	
	6	F	6A-7A	AM NEWS	:30	\$2,000.00	10/12-10/12	1	1	1	\$2,000.00	
	7	TH	7A-9A	TODAY SHOW	:30	\$2,000.00	10/11-10/11	1	1	1	\$2,000.00	
	8	M	7A-9A	TODAY SHOW	:30	\$2,000.00	10/15-10/15	1	1	1	\$2,000.00	
	9	TU	9A-10A	TODAY SHOW 2	:30	\$500.00	10/09-10/09	1	1	1	\$500.00	
	10	F	9A-10A	TODAY SHOW 2	:30	\$500.00	10/12-10/12	1	1	1	\$500.00	
	11	W	10A-11A	TODAY SHOW 3	:30	\$400.00	10/10-10/10	1	1	1	\$400.00	

Showing Buylines: All Lines

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---	---	---	---	---	---	---	---	---	---	---	---	---
	12	TH	10A-11A	TODAY SHOW 3	:30	\$400.00	10/11-10/11	1	1	1	\$400.00	
	13	F	10A-11A	TODAY SHOW 3	:30	\$400.00	10/12-10/12	1	1	1	\$400.00	
	14	M	10A-11A	TODAY SHOW 3	:30	\$400.00	10/15-10/15	1	1	1	\$400.00	
	15	TU	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	10/09-10/09	1	1	1	\$200.00	
	16	TH	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	10/11-10/11	1	1	1	\$200.00	
	17	M	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	10/15-10/15	1	1	1	\$200.00	
	18	W	12P-1P	NOON NEWS	:30	\$300.00	10/10-10/10	1	1	1	\$300.00	
	19	F	12P-1P	NOON NEWS	:30	\$300.00	10/12-10/12	1	1	1	\$300.00	
	20	TH	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	10/11-10/11	1	1	1	\$350.00	
	21	W	2P-3P	THE DOCTORS	:30	\$200.00	10/10-10/10	1	1	1	\$200.00	
	22	TH	4P-5P	ANDERSON COOPER	:30	\$450.00	10/11-10/11	1	1	1	\$450.00	
	23	M	4P-5P	ANDERSON COOPER	:30	\$450.00	10/15-10/15	1	1	1	\$450.00	
	24	TU	5P-530P	5PM NEWS	:30	\$1,500.00	10/09-10/09	1	1	1	\$1,500.00	
	25	W	530P-6P	530PM NEWS	:30	\$1,500.00	10/10-10/10	1	1	1	\$1,500.00	
	26	F	530P-6P	530PM NEWS	:30	\$1,500.00	10/12-10/12	1	1	1	\$1,500.00	
	27	TH	6P-630P	6PM NEWS	:30	\$1,800.00	10/11-10/11	1	1	1	\$1,800.00	
	28	M	6P-630P	6PM NEWS	:30	\$1,800.00	10/15-10/15	1	1	1	\$1,800.00	

Rep Order# 6844838 Ver# 1 Status New
EC'd Yes

Traffic Order#

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Printed: 08/27/2012 8:21 AM
Last Received: 08/26/2012 7:59 PM
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	29	TU	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,500.00	10/09-10/09	1	1	1	\$1,500.00	
	30	W	730P-8P	THE INSIDER	:30	\$1,500.00	10/10-10/10	1	1	1	\$1,500.00	
	31	TU	11P-1135P	LATE NEWS	:30	\$2,000.00	10/09-10/09	1	1	1	\$2,000.00	
	32	TH	11P-1135P	LATE NEWS	:30	\$2,000.00	10/11-10/11	1	1	1	\$2,000.00	
	33	W	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	10/10-10/10	1	1	1	\$500.00	
	34	M	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	10/15-10/15	1	1	1	\$500.00	
	35	W	1235A-135A	JIMMY FALLON	:30	\$150.00	10/10-10/10	1	1	1	\$150.00	
	36	F	1235A-135A	JIMMY FALLON	:30	\$150.00	10/12-10/12	1	1	1	\$150.00	
	37	W	430A-459A	EARLY TODAY	:30	\$200.00	10/10-10/10	1	1	1	\$200.00	
	38	M	430A-459A	EARLY TODAY	:30	\$200.00	10/15-10/15	1	1	1	\$200.00	
	39	SA	6A-7A	SATURDAY EARLY AM NEWS	:30	\$500.00	10/13-10/13	1	1	1	\$500.00	
	40	SA	7A-8A	SATURDAY AM NEWS	:30	\$800.00	10/13-10/13	1	1	1	\$800.00	
	41	SA	6P-630P	SATURDAY 6PM NEWS	:30	\$500.00	10/13-10/13	1	1	1	\$500.00	
	42	SA	7P-8P	ENTERTAINMENT THIS WEEK	:30	\$300.00	10/13-10/13	1	1	1	\$300.00	
	43	SU	7A-8A	SUNDAY AM NEWS	:30	\$800.00	10/14-10/14	1	1	1	\$800.00	

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EC'd Yes Last Received: 08/26/2012 7:59 PM

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	44	SU	6P-7P	SUNDAY 6PM NEWS	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	

---REPORT TOTALS---

Report Totals: 44 / \$36,250.00

---SALES MONTHLY TOTALS---

Oct 12: 44 / \$36,250.00
Sales Totals: 44 / \$36,250.00
Station Totals: 44 / \$36,250.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$109,848 CATV 0% WAVY 33% WGNT 6% WPXV 0% WTKR 23%
WTVZ 4% WVBT 8% WVEC 26%

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE